

I hope that whatever rules you put forth, that they include requirements for a certain percentage of airtime to be devoted to new, local talent. For this to be effective, that airtime must be during prime, drive time. Otherwise, commercial broadcast stations will use the wee hours of the morning to meet their local programming requirements. The government has put in place rules which require airtime to be devoted to PSAs. So please require a certain number of minutes of local programming. That would help a lot.

Also, to make such a thing work, rules must also be in place which make it difficult for corruption to enter into the development of the content of local programming. Right now, if there is local programming, one has to appeal to centralized program directors who often take direction from very expensive radio promoters.

If there were local programming allotments, which are specifically designated as radio-promoter-free, corporate-free zones, this would help. Those radio-promoter-zones rules should come with hefty fines that would be imposed on people that have become known as radio-promoters, if they are caught trying to influence programming for radio time slots designated as local programming. And those fees must be quite steep. Radio Promoters make so much money, that a fine could be considered a "cost of doing business" much like the luxury fees in pro sports. In pro sports, if a team pays more than x to hire a player, the team pays a fee that goes into a fund to help underearning teams. The fee does not deter many rich teams which think of the luxury tax as a cost of doing business.

There are no laws that the radio promoters can not find ways around. They are the craftiest of folks. Only a painful monetary impact will keep them in their place. The fines must be in the hundreds of thousands of dollars to keep their notice.

I also suggest that local programming be done by volunteers. As soon as money enters into the equation, the craftiest of folks come round looking for a piece. If it's strictly volunteer, such as with college radio, the purity of the art will emerge. We can not put a value on a process which brings new music to the masses...arts education which doesn't tax the local school systems can not be underestimated... For more thoughts: 978 266 2778.